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## **NH TOURISM OFFICIALS KICK OFF NEW “PICTURE PERFECT” FOLIAGE PHOTO CONTEST**

*Encourages Visitors and Residents to Post Photos; Seven Regional Winners to be Awarded*

**Concord, New Hampshire, September 22, 2011** – New Hampshire tourism officials announced today the launch of a new “Picture Perfect” Foliage Photo Contest to encourage visitors and residents to show off the beauty of fall in New Hampshire. Photo winners will be selected in each of the seven tourist regions in the state: Great North Woods, White Mountains, Dartmouth/Lake Sunapee, Lakes, Monadnock, Merrimack Valley, and Seacoast.

“Photo contests are a great way to showcase and promote New Hampshire’s scenic beauty and the wide array of fall activities to enjoy here,” said Lori Harnois, director of the Division of Travel and Tourism Development (DTTD). “We want photos from each region of our state that demonstrate the colorful and amazing views, as well as all the outdoor activities to enjoy, such as corn mazes and harvest festivals, or visits to the pumpkin patch or a mountain or lakeside hike. Show us how much there is to love in fall in New Hampshire!”

The contest will run from September 21<sup>st</sup> – October 31<sup>st</sup>. Participants can upload their photos to the contest website at [fall.visitnh.com](http://fall.visitnh.com). Visit the website for the official rules, to upload pictures, and check out links to explore all the great fall activities in New Hampshire.

Winners will be chosen by a panel of judges based on creativity, quality, and originality of submission. Winners will be selected and announced the first week of November, 2011.

“We encourage all of our industry partners around the state to promote the contest to their guests by sharing information on their web sites or email newsletters, or through social media,” said Harnois. “We also want everyone to know that our foliage tracker is now available online at [visitnh.gov/foliage](http://visitnh.gov/foliage) and visitors can view peak leaf peeping days by region. So grab your camera, see the sights, and celebrate the fall season in New Hampshire!”

Visit the contest website today at [fall.visitnh.com](http://fall.visitnh.com) for more details on how you can win one of seven great prizes.

### **ABOUT THE DIVISION OF TRAVEL AND TOURISM DEVELOPMENT**

The Division of Travel and Tourism Development, as part of the New Hampshire Department of Resources and Economic Development, works with the state's seven travel regions to increase visitation, travel and visitor expenditures in order to expand business activity and employment throughout the state. The division is responsible for domestic and international advertising and public relations, literature publication and distribution, [www.visitnh.gov](http://www.visitnh.gov) administration, grant administration and research to monitor and measure the impact of travel and tourism to the state. For more information about New Hampshire tourism, call 603-271-2665 or visit [www.visitnh.gov](http://www.visitnh.gov)